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## 2020 Old Gold New Blue Ambassadors Survey Results

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# **Old Gold New Blue Ambassadors -Survey Results-**

August 2020



## BACKGROUND

The Old Gold, New Blue initiative connects existing Mountaineers with future Mountaineers. Alumni, parents, staff and current students are able to volunteer and help the Office of Admissions guide prospective students to WVU. The Old Gold, New Blue campaign is divided into three tiers of initiatives, with an increased level of engagement at each tier.

## OBJECTIVE

The director speaks to ambassadors on a fairly regular basis. However, she wanted to survey them to obtain a more formal, comprehensive evaluation of the program.

## METHODOLOGY

An online survey was developed and emailed to all the ambassadors. The specific objectives of the survey were to:

- Identify the strengths and weaknesses of ambassador training
- Identify future needs
- Understand where ambassador' areas of interest in volunteering lie

## SURVEY RESULTS

Forty-six out of 70 ambassadors completed the survey, so the results in this report are directional rather than statistically valid.



## EXECUTIVE SUMMARY

For the most part, Old Gold New Blue ambassadors are well-equipped to do their job\*. The training they received did not disappoint and they appreciate being constantly kept up-to-date on what's happening at the University. A number of ambassadors offered suggestions for additional information they feel would be helpful to them, but there is no consensus regarding specific gaps in the training.

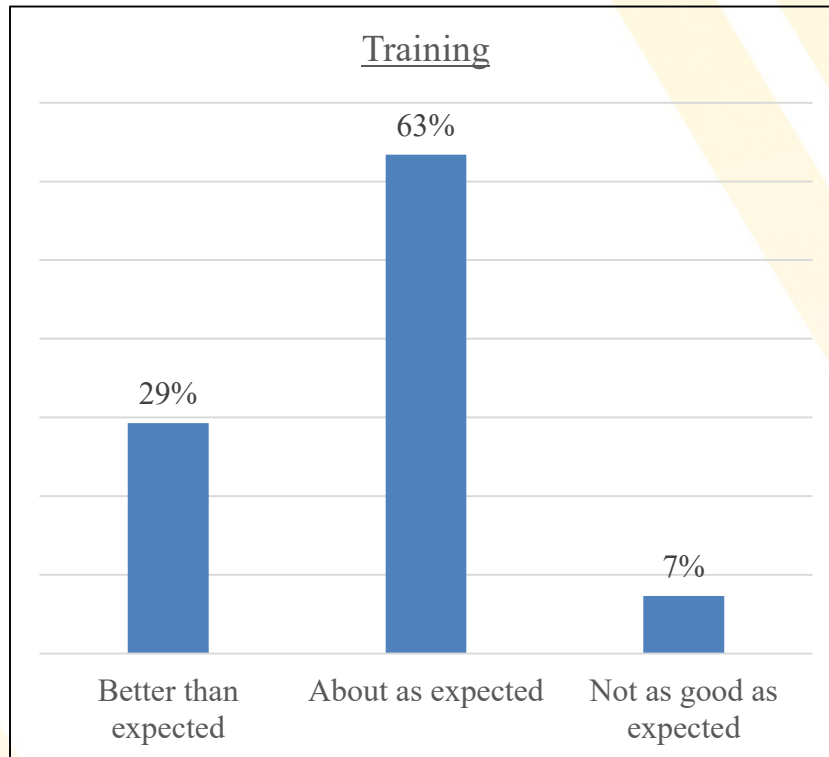
While it does appear that ambassadors are able to reiterate what they've learned about the University, many still feel they cannot easily carry on a conversation about the school. In fact, most ambassadors are far more interested in sending postcards to current or prospective students than participating in more engaging activities. To that point, the activity they are least interested in taking part in are open houses, regardless of the length of time they have been an ambassador. This could be attributed to the aforementioned issue but without further investigation, it's difficult to say for certain.

\*A couple of the newer ambassadors reported they did not receive materials and/or training yet.



## TRAINING

Most ambassadors (63%) found the training they received about what they expected. However, 29% reported that it was better than they anticipated; 7% reported training was not as good as they anticipated.



One-third of the ambassadors would like additional information included in the training manual.

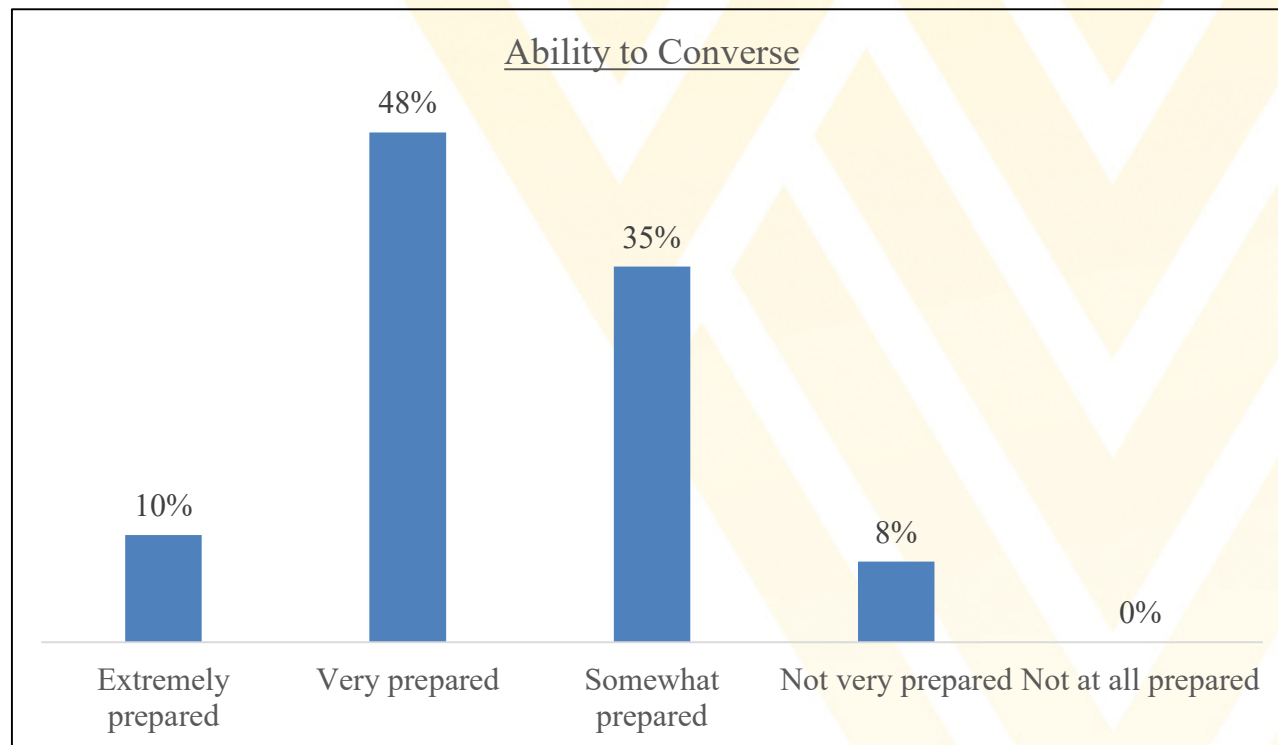
- *“Plans for recruitment since likely most in-person events will be canceled.”*
- *“Peer pressure transitioning from dependent to independent.”*
- *“Not for me personally, because I lived it, but the atmosphere on campus for minorities and the places or resources they have on campus.”*
- *“Given the COVID issues - it would be wise to include a discussion of steps that WVU is using to mitigate spread of the disease etc.”*
- *“More information on Career Services.”*
- *“Greek life and student groups.”*
- *“Community Resources I loved the session with Forensics- would one with Engineering be possible. Sorry if you have done either of these suggestions already, I'm relatively new to OGNB!”*
- *“Alum giving back to WVU.”*



Q. How has the training you received as an Old Blue New Gold compared to your expectations? Q. As an Old Gold New Blue Ambassador, you should have received a training manual that includes information on the topics listed below. Are there any other topics that you think are important to include in the training manual?

## PREPARATION

Just 10% of ambassadors believe they are “extremely prepared” to speak with current or prospective students or others in the community about WVU. Most (48%) feel “very prepared.” However, just over one-third (35%) acknowledged being “somewhat prepared,” and 8% are “not very prepared” to do so.



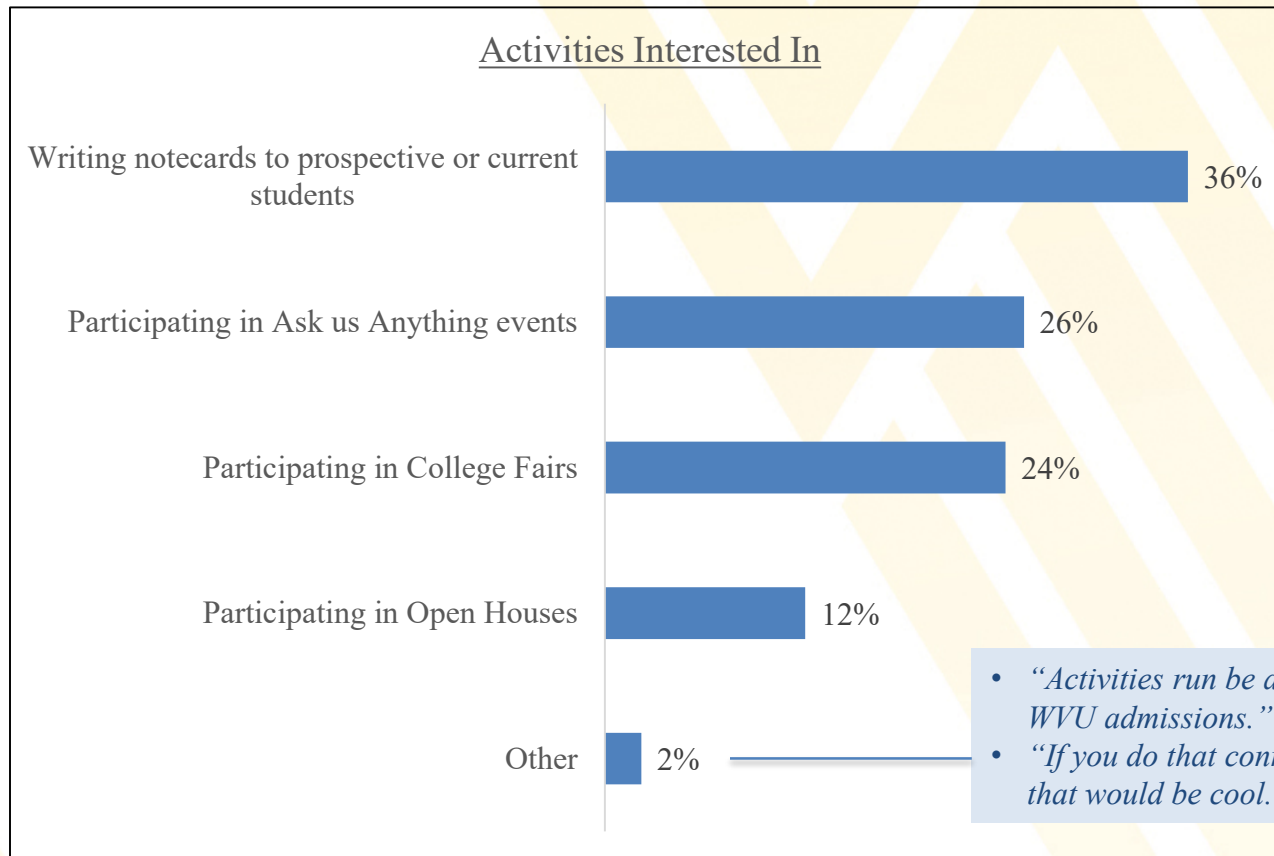
Q. Overall, how prepared do you currently feel you are to talk with current or prospective students or other individuals in your community about WVU?

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## INTERESTS

Most ambassadors are interested in writing notecards to prospective or current students (36%). Far fewer would like to participate in Ask Us Anything events (26%) or college fairs (24%).



Q. We'd like you to have the opportunity to interact with students in a variety of ways. Which of the following activities are you interested in participating in? (Check all that apply)

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## CHALLENGES/SUGGESTIONS

### Ambassadors have found this most helpful about their training:

- *“The materials that are available that help us answer questions.”*
- *“Keeping up to date on WVU.”*
- *“The constant updates & zoom sessions.”*
- *“Different webinars about new offerings at WVU since it's been a while since I graduated ('91, '93).”*
- *“Good that it is comprehensive and in a binder.”*
- *“Learning about school demographics.”*
- *“Building confidence in sharing sold information with families.”*

### These are the challenges they have had in talking about WVU:

- *“Obviously, the pandemic has aroused much concern. Concerns about whether the students will get to experience college 'normally'...whatever that means. Life offers so many challenges. Hoping we can all overcome this one!”*
- *“Since I talk to people infrequently I have to relearn everything between career fairs or events.”*
- *“I have not received the mentioned training. Only instructions on specific projects.”*
- *“I graduated in 2003 and so much has changed since then. I am a huge advocate of WVU but do not feel prepared enough to volunteer for college fairs or other in-person events. I would love to but do not feel knowledgeable enough.”*
- *“In current times everyone wants to know about safety.”*
- *“It mainly was that it was the first time...I think if it is done on a regular basis it becomes more natural and you know questions that will be asked.”*
- *“My own shyness.”*
- *“Unsure about requirements for academic programs. I know where to get the information but am not as familiar with academics as I am with Student Life.”*
- *“I haven't received a training manual or talked to any current or prospective students.”*



Q. What have you found most helpful about your training? Q.What were some of the challenges you have faced when talking about WVU with current or prospective students or other individuals? Q. Are there any particular areas of discussion regarding WVU that we can provide additional or better training on?



## CHALLENGES/SUGGESTIONS

### Suggestions for topics on which WVU can provide additional or better training include...

- *“How to handle in-person events. Maybe a practice round so we are comfortable and have all the proper info - maybe training via a zoom session so we can discuss.”*
- *“I love the lunch and learn sessions with different schools. Very helpful to learn about the different programs!”*
- *“Sharing information about WVU and the state with individuals who have no idea about leaving California to go to college. Encouraging possible candidates to explore the websites and other information about the university that could stimulate attendance. The out of state tuition is comparable to several of the California UC and State institutions.”*
- *“Not necessarily training, but specific college information for Families that ask (ie, engineering, business, nursing)’*
- *“All topics*
- *“Train ambassadors.”*

### When asked what else they would like to say on the topic of training, they added...

- *“I would love to get more involved just don't feel knowledgeable for in-person events. Been really enjoying participating in the notecard campaign.”*
- *“Great idea but I feel like I don't quite know what is going on or what my routine should be.”*
- *“Interested in timely information regarding the scheduling of College Fairs. What criteria do you use to determine when and where they are chosen.”*
- *“I enjoy the interaction at college fairs. I can't help thinking though it would be more inviting to the those attending to have younger folks along to provide a more relevant perspective. Would give new meaning to "Old Gold New Blue" :^) Just a thought.”*
- *“If there is a monthly meeting, I don't know about it.”*



Q. Are there any particular areas of discussion regarding WVU that we can provide additional or better training on? Q..Is there anything else you feel is important for us to understand as we continue to enhance and strengthen the Old Gold New Blue Ambassador program?

## EXPERIENCE

Nearly half of those who responded to the survey have been an ambassador for less than one year (48%). About one-fourth (26%) have been an ambassador between 1-3 years and at least 3 years.

